

Mannesmann VDO AG

Kruppstraße 105  
60388 Frankfurt

4616

**Patent Claims**

1. A display device (1), in particular in a vehicle, having a housing (3) on the front side of which facing a viewer a liquid crystal cell (2) is mounted, and having a printed circuit board (4) which is arranged on the rear of the housing (3) and has the purpose of making electrical contact with the liquid crystal cell (2), a contacting element (8) which is clamped against the liquid crystal cell (2), is approximately plate-shaped and is guided at its larger sides (13, 14) in the housing (3) and has the purpose of making electrical connection with the printed circuit board (4) and liquid crystal cell (2) being arranged between the printed circuit board (4) and a contacting region (7) of the liquid crystal cell (2) which is arranged outside a display region (6) of the liquid crystal cell (2), wherein the housing (3) is provided with a first hook element (9), as mating holding element for the clamped contacting element (8), which engages over the liquid crystal cell (2) in the contacting region (7), and with a second hook element (10) which engages over the liquid crystal cell (2) in a region which lies opposite the contacting region (7) and is arranged outside the display region (6) of the liquid crystal cell (2), so as to form a single component.
2. The display device as claimed in claim 1, wherein the first hook element (9) is rigidly connected to a side wall (17) of the housing (3).

3. The display device as claimed in claim 2, wherein the side wall (17) is reinforced by means of a web (11).

5 4. The display device as claimed in one of the preceding claims, wherein the first hook element (9) engages over the contacting region (7) approximately over its entire length.

10 5. The display device as claimed in one of the preceding claims, wherein the second hook element (10) is connected to the housing (3) so that it is elastic approximately in the direction of the display plane of the liquid crystal cell (2).

15 6. The display device as claimed in claim 5, wherein the second hook element (10) is arranged on an elastic side wall (15) of the housing (3).

20 7. The display device as claimed in claim 6, wherein the housing (3) has two slots (16) which are arranged in the same plane, approximately perpendicular with respect to the display plane of the liquid crystal side (2), and form the elastic side wall (15).

25 8. The display device as claimed in one of the preceding claims, wherein the housing (3) has an external side wall (17) and an internal side wall (18) which is approximately parallel to the latter and  
30 between which walls (17, 18) the contacting element (8) is guided.

9. The display device as claimed in one of the preceding claims, wherein a supporting element (19)  
35 which is clamped between the liquid crystal cell (2) and the printed circuit board (4) is arranged on a side of the housing (3) lying opposite the contacting element (8).

10. The display device as claimed in claim 9, wherein the supporting element (19) and the contacting element (8) have approximately the same elastic properties.

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11. The display device as claimed in claim 9 or 10, wherein the supporting element (19) is guided in the housing (3) between an external side wall (15) and an internal side wall (20), lying opposite the latter, of the housing (3).

12. The display device as claimed in one of claims 9 to 11, wherein the supporting element (19) is electrically conductive.

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13. The display device as claimed in one of the preceding claims, wherein the housing (3) has webs (21) which lie opposite each other and guide the liquid crystal cell (2) on sides over which a hook element (9, 10) does not engage.

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14. The display device as claimed in one of the preceding claims, wherein the contacting element (8) and/or the supporting element (19) is conductive rubber.

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15. The display device as claimed in one of the preceding claims, wherein the housing (3) is a plastic injection molded component.

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16. The display device as claimed in one of the preceding claims, wherein the housing (3) is in two parts, the first housing part (22) having external housing walls and the second housing part (23) which can be inserted into the first housing part (22) having internal housing walls.

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17. The display device as claimed in claim 16, wherein, in the vicinity of the contact element (8)

and/or of the supporting element (19), the distance between the inner housing wall and the outer housing wall corresponds approximately to the thickness of the contacting element (8) and/or of the supporting element  
5 (19).

18. The display device as claimed in claim 16 or 17, wherein the first housing part (22) and the second housing part (23) are connected to one another so as to  
10 form a single component.

19. The display device as claimed in claim 18, characterized in that the first housing part (22) and the second housing part (23) are connected to a film  
15 (24).